

Rep Order# 6855476 Ver# 1 Status New Traffic Order# Printed: 09/24/2012 2:20 PM 1 of 4

EC'd Yes Last Received: 09/24/2012 12:20 PM

Showing Buylines: All Lines

Station WVBT-TV NORFOLK, VA.  
Advertiser ( ) PATRIOT MAJORITY  
Product PATRIOT MAJORITY  
Estimate# 1657  
Buyer Michele Certo  
Phone#  
Fax#

Agency ( ) THE NEW MEDIA FIRM  
1322 G STREET SE  
WASHINGTON, DC 20003  
Agency C/P1/P2/E 371/389/1657  
Flight Dates 09/25/2012 - 10/08/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) ANJIE BRADY  
Salesperson Phone# 215-567-6005  
Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---

SC=\*

--- REMARKS ---

THIS IS A NEW CONTRACT  
TOTAL 7,700  
PLS CONFIRM ASAP  
THANKS, ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	M	10A-11A	MILLIONAIRE	:30	\$100.00	10/01-10/01	1	1	1	\$100.00	
	2	TU	10A-11A	MILLIONAIRE	:30	\$100.00	10/02-10/02	1	1	1	\$100.00	
	3	W	10A-11A	MILLIONAIRE	:30	\$100.00	10/03-10/03	1	1	1	\$100.00	
	4	TH	10A-11A	MILLIONAIRE	:30	\$100.00	10/04-10/04	1	1	1	\$100.00	
	5	F	10A-11A	MILLIONAIRE	:30	\$100.00	10/05-10/05	1	1	1	\$100.00	
	6	M	10A-11A	MILLIONAIRE	:30	\$100.00	10/08-10/08	1	1	1	\$100.00	
	7	TU	10A-11A	MILLIONAIRE	:30	\$100.00	09/25-09/25	1	1	1	\$100.00	
	8	W	10A-11A	MILLIONAIRE	:30	\$100.00	09/26-09/26	1	1	1	\$100.00	
	9	TH	10A-11A	MILLIONAIRE	:30	\$100.00	09/27-09/27	1	1	1	\$100.00	
	10	F	10A-11A	MILLIONAIRE	:30	\$100.00	09/28-09/28	1	1	1	\$100.00	
	11	M	3P-4P	JERRY SPRINGER	:30	\$125.00	10/01-10/01	1	1	1	\$125.00	

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Salesperson Phone# 215-567-6005  
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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	12	TU	3P-4P	JERRY SPRINGER	:30	\$125.00	10/02-10/02	1	1	1	\$125.00	
	13	W	3P-4P	JERRY SPRINGER	:30	\$125.00	10/03-10/03	1	1	1	\$125.00	
	14	TH	3P-4P	JERRY SPRINGER	:30	\$125.00	10/04-10/04	1	1	1	\$125.00	
	15	F	3P-4P	JERRY SPRINGER	:30	\$125.00	10/05-10/05	1	1	1	\$125.00	
	16	M	3P-4P	JERRY SPRINGER	:30	\$125.00	10/08-10/08	1	1	1	\$125.00	
	17	TU	4P-5P	STEVE WILKOS	:30	\$250.00	09/25-09/25	1	1	1	\$250.00	
	18	W	4P-5P	STEVE WILKOS	:30	\$250.00	09/26-09/26	1	1	1	\$250.00	
	19	TH	4P-5P	STEVE WILKOS	:30	\$250.00	09/27-09/27	1	1	1	\$250.00	
	20	F	4P-5P	STEVE WILKOS	:30	\$250.00	09/28-09/28	1	1	1	\$250.00	
	21	M	4P-5P	STEVE WILKOS	:30	\$200.00	10/01-10/01	1	1	1	\$200.00	
	22	TU	4P-5P	STEVE WILKOS	:30	\$200.00	10/02-10/02	1	1	1	\$200.00	
	23	W	4P-5P	STEVE WILKOS	:30	\$200.00	10/03-10/03	1	1	1	\$200.00	
	24	TH	4P-5P	STEVE WILKOS	:30	\$200.00	10/04-10/04	1	1	1	\$200.00	
	25	F	4P-5P	STEVE WILKOS	:30	\$200.00	10/05-10/05	1	1	1	\$200.00	
	26	M	4P-5P	STEVE WILKOS	:30	\$200.00	10/08-10/08	1	1	1	\$200.00	
	27	TU	5P-6P	JERRY SPRINGER	:30	\$250.00	09/25-09/25	1	1	1	\$250.00	
	28	TH	5P-6P	JERRY SPRINGER	:30	\$250.00	09/27-09/27	1	1	1	\$250.00	

Station WVBTV-TV NORFOLK, VA.    Agency (    ) THE NEW MEDIA FIRM    Rep Firm  
Advertiser (    ) PATRIOT MAJORITY    1322 G STREET SE    Sales Office (    ) PHILADELPHIA  
Product PATRIOT MAJORITY    WASHINGTON, DC 20003    Salesperson (    ) ANJIE BRADY  
Estimate# 1657    Agency C/P1/P2/E 371/389/1657  
Buyer Michele Certo    Flight Dates 09/25/2012 - 10/08/2012    Salesperson Phone# 215-567-6005  
Phone#    Hiatus Weeks    Salesperson FAX# 215-567-5938  
Fax#

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	29	M	5P-6P	JERRY SPRINGER	:30	\$250.00	10/01-10/01	1	1	1	\$250.00	
	30	W	5P-6P	JERRY SPRINGER	:30	\$250.00	10/03-10/03	1	1	1	\$250.00	
	31	M	5P-6P	JERRY SPRINGER	:30	\$250.00	10/08-10/08	1	1	1	\$250.00	
	32	M	1045P-11P	SPORTSWRAP M-F<	:30	\$500.00	10/01-10/01	1	1	1	\$500.00	
	33	W	1045P-11P	SPORTSWRAP M-F<	:30	\$500.00	10/03-10/03	1	1	1	\$500.00	
	34	TH	1045P-11P	SPORTSWRAP M-F<	:30	\$500.00	10/04-10/04	1	1	1	\$500.00	
	35	SA	10P-1045P	FOX 43 NEWS	:30	\$1,000.00	09/29-09/29	1	1	1	\$1,000.00	

---REPORT TOTALS---

Report Totals: 35 / \$7,700.00

---SALES MONTHLY TOTALS---

Sep 12: 11 / \$2,900.00    Oct 12: 24 / \$4,800.00  
Sales Totals: 35 / \$7,700.00  
Station Totals: 35 / \$7,700.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$256,667	CATV 0%	WAVY 19%	WGNT 4%	WPXV 0%	WTKR 30%
		WTVZ 5%	WVBT 3%	WVEC 39%		

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Station	WVBT-TV NORFOLK, VA.	Agency	(    ) THE NEW MEDIA FIRM	Rep Firm	
Advertiser	(    ) PATRIOT MAJORITY		1322 G STREET SE	Sales Office (    )	PHILADELPHIA
Product	PATRIOT MAJORITY		WASHINGTON, DC 20003	Salesperson (    )	ANJIE BRADY
Estimate#	1657	Agency C/P1/P2/E	371/389/1657	Salesperson Phone#	215-567-6005
Buyer	Michele Certo	Flight Dates	09/25/2012 - 10/08/2012	Salesperson FAX#	215-567-5938
Phone#		Hiatus Weeks			
Fax#					
Demos	RA35+				

--- CREDIT RISK ---  
CASH IN ADVANCE